**JOB DESCRIPTION**

**Senior Media Planner/Buyer**

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| **JOB TITLE:** | **DEPARTMENT:** |
| **Senior Media Planner/Buyer** | **Creative Delivery Team** |
| **RESPONSIBLE TO:** | **RESPONSIBLE FOR:** |
| **Director of Operations** | **n/a** |
| **ROLE OVERVIEW** | |
| The Senior Media Planner/Buyer role involves:   * Development of comprehensive media strategies and plans based on client objectives, target audience insights and market trends across a variety of client sectors and budget levels * Analysis of media consumption patterns to identify the effective media channels * Negotiation and purchase of advertising space across a variety of media channels including (but not limited to) broadcast, print, OOH, mail and online * Maintaining and growing the agency’s media network * Ensuring that the wider team is aware of new and emerging media opportunities in order that we can consistently deliver innovative media solutions for clients * Preparation and presentation of media strategies and campaign reports * Input and involvement in media-related new business opportunities * Maintenance of in-depth knowledge of current media trends, consumer behaviour and industry developments | |
| **QUALIFICATIONS AND EXPERIENCE** | |
| **Essential**   * Media related qualification or relevant apprenticeship * 4+ years’ experience in a similar role ideally in an agency environment (guide only)   **Desirable**   * IPA Digital Performance Essentials Certificate (or equivalent) * IPA Commercial Essentials Certificate (or equivalent) * IPA Touchpoints Essentials Certificate (or equivalent) * IPA Effectiveness Essentials Certificate (or equivalent) | |
| **REQUIRED SKILLS** | |
| The role requires the following skills at **intermediate/advanced level:**   * Strong understanding of media metrics and analytics tools * Proficiency in media planning software and digital advertising platforms * The ability to interpret data and market research to inform media strategies * An understanding of how to achieve marketing objectives through media planning * The ability to develop comprehensive media plans aligned with client goals * Creative thinking to develop innovative media solutions * Media buying and rate negotiation across broadcast, print, OOH, mail and online * Client and media owner liaison and relationship building * Confidence in client and new business presentations * Collaborative working with wider team for successful campaign delivery * Robust campaign reporting * Deadline management | |
| **PERSONAL ATTRIBUTES** | |
| The Senior Media Planner/Buyer role requires:   * a genuine passion for all things media across both digital and traditional channels * a strategic mindset with a data-driven approach to planning and reporting * an understanding of digital advertising including PPC and social media * superb time management and attention to detail * an organised approach to work, with effective communication and negotiation skills * the ability to work under pressure and manage multiple priorities at once * an ongoing willingness to learn and evolve * resilience, emotional intelligence and a can-do attitude * the ability to own and grow client accounts, with proven relationship building qualities * a solution-focused approach to work * line management experience * ambition, with advanced performance-driven qualities * an established and comprehensive media network, with an ongoing commitment to nurture and grow * a commercially astute mindset * a flexible, creative and positive approach to work | |
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